

Renton Historical Society Five/Ten Year Strategic Action Plan

Strategic Planning Document

June 2007

Vision Statement:

Capture the Past, Educate the Present, Inspire the Future

Mission Statement:

The mission of the Renton Historical Society is to preserve, display, and interpret the history of Greater Renton by supporting a history Museum that is accessible to diverse people of all ages.

Strategic Goals:

To best meet its mission, the Renton Historical Society will:

1. **Follow Professional Standards:** Maintain a responsible Board of Trustees comprised of dedicated Society members with a wide range of talents who will provide leadership, secure funding, set policies, monitor operations of the Museum, and provide a vision for future plans and growth.
2. **Create a more diverse membership:** Attract a more comprehensive representation of the Renton Community, including age, gender, ethnicity, etc., within all areas and functions of the Society and Museum.
3. **Capture Renton stories:** Collect, document, preserve, conserve and interpret artifacts, documents, photographs, ephemera, and historic structures relative to the cultural history of the Greater Renton area.
4. **Tell Renton stories:** Interpret the history of Greater Renton through visual, oral, and interactive means, both within the setting of the Museum and throughout the Greater Renton area.
5. **Optimize Facilities to Support Our Mission:** Concentrate mission-related services within facilities that meet professionally established criteria for collections care and conservation, security, and accessibility, and are of sufficient size to allow for growth and a diversity of activities.

**To best meet these goals,
the Board of Trustees has established these action items:**

Goal I. Follow Professional Standards: Maintain a responsible Board of Trustees comprised of dedicated Society members with a wide range of talents who will provide leadership, secure funding, set policies, monitor operations of the Museum, and provide the vision for future plans and growth.

Long Range Plan Action Items

- Connect the Board and Staff.
- Collaborate with the City of Renton to maintain a positive working relationship.
- Promote professionalism and continuity in museum operations.
- Develop long-range business plan aligned to the Museum Master Plan.
- Expand relationship with the business community of greater Renton.
- Develop a turn-over plan for acquiring, training, and retaining Board members.
- Work toward accreditation by the AAM.

Goal II. Create a more diverse membership: Attract a more comprehensive representation of the Renton community, including age, gender, ethnicity, etc., within all areas and functions of the Society and Museum.

Long Range Plan Action Items

- Reach out to diverse ethnic and age groups
- Collect community feedback on a regular basis.
- Create exhibits and programs with wide appeal.
- Build a collection that supports representative exhibits.
- Publish articles that reflect Renton's myriad interests.
- Recruit diverse Board and membership.

Goal III. Capture Renton Stories: Collect, document, preserve, conserve, and interpret artifacts, documents, photographs, ephemera, and historic structures relative to the cultural history of the Greater Renton area.

Long Range Plan Action Items

- Identify areas in which collections are underdeveloped and publicize the Museum's collecting priorities.
- Create a Collections Plan to guide collecting and documenting activities.
- Ensure that all collections are properly housed and catalogued.
- Advocate historic preservation and serve as resource for preservation activities.

Goal IV. Tell Renton Stories: Interpret the history of Greater Renton through visual, oral, and interactive means, both within the setting of the museum and throughout the Greater Renton area.

Long Range Plan Action Items

- Tell Renton stories out in the community, undertaking projects such as historic markers, traveling exhibits, public programs, and publications.
- Develop interactive exhibits.
- Use technology to broaden timely access to the collections.

- Encourage research by making resources accessible and providing professional assistance.
- Provide ongoing docent training.

Goal V. Optimize Facilities to Support Our Mission: Concentrate mission-related services within facilities that meet professionally established criteria for collections care and conservation, security, and accessibility, and are of sufficient size to allow for growth and a diversity of activities.

Long Range Plan Action Items

Conduct MAP II and CAP assessments.

Develop Museum Master Plan that identifies priorities for future growth based on the scope of activities that the building should accommodate to accomplish the Museum's mission.

Develop a fundraising strategy to implement Museum Master Plan.

Formulate an interpretive plan to shape development of exhibits.

Identify retail activities appropriate to the Museum's mission and consistent with fundraising strategies.